



# Laura Hatch, MS, FAADOM

“Patient’s don’t judge us on our dentistry, they judge us on *everything* else. We make such an impact on our patients’ lives. Remember that. Let it drive you. You can make a huge impact within your four walls.”

— Laura Hatch



# Why Laura?

## Objective

Laura is a master in managing and empowering team members. Using her unique style and interactive delivery methods Laura offers real-world principals and practical ideas that can be implemented easily and immediately into any office. She delivers her concepts with enthusiasm, proficiency, humor and stories that attendees can personally relate to and leave with takeaways they are excited to apply to their role within the practice.

## Philosophy

Your front office team has the power to make an impactful first impression and your back office team has to carry that impression throughout the patient experience. Hiring team members with the right skillset and attitude, as well as quality and continual training are key to making sure patients have a great experience and a positive view of the practice from front to back.

## Approach

Laura understands building a relationship and a rapport with an audience can be a challenge. Laura considers what and how her audience thinks, feels, and does by using interactive ways of getting to know them first. Laura will foster identification with her audience by highlighting her authenticity within the dental practice and then offer a clear statement of her purpose and why and help them understand their own. Using the proven skills and techniques from Laura's approach, team members will learn the methods needed to improve:

- Phone & Scheduling Strategies
- Communicating with a New Patient
- Reducing No Shows & Cancellations
- System Implementation
- Exceptional Customer Service
- Increasing Case Acceptance
- Leadership Strategies
- And More!

With Laura's approach, doctors and their team members will learn the skills needed to be successful leaders in their roles while performing their individual duties within the practice. Laura's approach applies to team members across the practice and believe's when a team understands their "why", they can achieve huge results.



## What Industry Experts Say

"Laura Hatch not only teaches systems but has a sincere love of the profession of dentistry. She's "been there and done that"! Laura, like me.... loves dentistry and providing the highest level of care to patients which should be every practice's mission. It's possible to have great clinical, business and communication skills and to develop a leadership mindset of each dentist and team member. **She makes the business side of dentistry and admin tasks look easy!** Let Laura Hatch show you how!"

— Linda Miles, CSP Speaker, Consultant, Author

"**Laura Hatch has her thumb on the pulse of communication within the dental office.** Better communication within our practices sets us up for success. Laura shows us how to better communicate our expectations to every position within our practice. By increasing and improving our communication, we become better leaders and better dentists, thanks to Laura Hatch!"

— Joshua Austin, DDS MAGD  
Managing Editor, Dental Economics "Pearls for Your Practice" & Product Navigator E-Newsletter



# Past Presentations

## National/International

- Yankee Dental Congress
- Rocky Mountain Dental Convention\*
- Southwest Dental Conference
- Pacific Northwest Dental Conference
- American Association of Dental Office Managers\*
- Thompson Okanagan Dental Society
- Michigan Dental Association\*
- Buffalo Niagra Dental Meeting
- Oregon Dental Conference
- Townie Meeting
- Digital Dental Marketing Conference
- For the Love of Dentistry Meeting
- Practice on Fire\*
- The Best Seminar Ever\*
- Delivering Wow\*
- Smiles at Sea\*
- Excellence in Dentistry

## State/Local

- DC Mid Atlantic Dental Meeting
- Sioux City Dental Society
- Rappahannock Valley Dental Society
- District of Columbia Dental Society

## Universities/Colleges

- VCU College of Dentistry (Keynoter)

## Consulting/Speaking Meetings

- Speaking Consulting Network
- Academy of Dental Management Consultants

## Study Clubs

- AADOM Study Club of Northeast FL
- AADOM Kansas City Front & Center
- West Central Michigan AADOM Chapter
- San Diego Surgical Arts\*

## Corporate

- Patterson Dental\*
- Ivoclar Vivadent\*
- Patient News
- Light Wave Dental
- Straumann\*
- Smile Source Exchange

\*Multiple



Rock your next event!  
Schedule Laura to Speak.





## Meet Laura Hatch

### Laura Hatch is known internationally as the Leader in Dental Front Office Solutions and Training.

A keynote speaker, author, and coach, Laura is best known as the founder of Front Office Rocks™, a virtual training platform for dental teams. Front Office Rocks™ offers virtual training in all areas of the dental office and teaches the importance of exceptional customer service.

Laura has been improving dental offices for two decades. She built her first fee for service multi-million dollar practice on the East Coast from the ground up in 2003 and after moving to the West Coast in 2017 she amplified that success even in a poor economy and intensely competitive area. After many successful years as a dental office manager, Laura sought to bring her extensive knowledge and expertise to other dental practices and created Front Office Rocks.

Applying her unique style and interactive delivery methods, Laura loves to help dental teams learn the systems and methods to achieve unprecedented results. Through this work, she has become a mentor to her clients and a thought leader to her colleagues and the dental community. Using her strategic agility, she has continued to expand the Front Office Rocks™ program with new and innovative training protocol to help take her dentists and their teams to the next level.

Laura is a best-selling author of her book “Step Away from the Drill” and a member of the National Speaker’s Association, Speaking Consulting Network, and Academy of Dental Management Consultants. She is a SCN Spotlight on Speaking 2nd place champion, a Dentistry’s Got Talent speaking winner, and was named one of the Top 25 Women in Dentistry by Dental Products Report magazine.



“It’s not just about your dentist’s capability and skill, it’s about *people*; relating to our patients as people first, great service, and promoting their health.”

— Laura Hatch

### What Industry Experts Say

“I highly recommend Laura Hatch as a must have on your program and here’s why. Laura brings a ton of credibility because she has been in the trenches and she’s the founder of Front Office Rocks so audiences get her authenticity right away. Unlike many other speakers on her topics, **she’s fun, entertaining, tells great stories and really draws her audience in with a lot of interaction and engagement.** I highly recommend Laura Hatch as a speaker at your next meeting!”

— Katherine Eitel-Belt,  
Lion Speak, Founder & CEO

“Laura Hatch is someone I met and I knew immediately she was someone to watch. Dynamic, spirited, sassy, funny and she has a systematic approach to helping the administrative team skyrocket, soar and create the best presence in the practice to help the practice grow. When I heard Laura speak, it was no surprise to me that she was able to deliver all of the materials that meeting planners look for in a speech. She was funny, informative, smart, sassy and she delivered her message in a consistently easy way. **She grabbed the audience at the very first sentence, kept their attention the whole way through and drove her point in at the end to call us to action.**”

— Lois Banta,  
Banta Consulting Group

“I first actually saw Laura on social media and was very drawn to her message. **I think she has what today’s audience really wants which is authenticity and transparency,** she leaves everyone motivated and engaged and she’s got an incredible stage presence. If your a meeting planner looking for a dynamic speaker on front office skills and looking to motivate office managers and dentists on how they can grow their business, Laura Hatch is the one to book.”

— Rita Zamora,  
Owner of Rita Zamora Connections



# Course 1

## Build a Team that Rocks

To take your practice to the next level, well-defined systems and proper training must be in place. When team members understand the 'why' behind 'what' they are asked to do, the practice runs more efficiently and smoothly. In this course, you will learn the communication skills and procedures that create the ultimate customer service experience for your patients. You also, learn how to handle common scheduling issues - reduce cancellations/no-shows, set production goals, maximize treatment coverage and increase case acceptance. Ultimately experiencing a happier, higher producing team that will improve and master the essential systems to make the practice & the team **rock!**



### What Attendees Say

"Laura is the best! I've known her as a Front Office Rocks user, and as a fellow speaker for Practice on Fire. Her presentation was a huge hit with our attendees. They loved her material, of course, but more importantly, **her passion and energy**. My team loves using her videos for training, and we are all excited to see what FOR comes up with in the future!"

- Dr. Michael Ling

"Laura presented a fantastic meeting last night with the D.C. Dental Society! **D.C. folks are tough to engage and she had them pulled in tight!** The info was pertinent and right on time - thanks for the great pearls - I can't wait to see her in another one of her thrilling seminars again!"

- Sheila Heff

### Attendees will Learn to

- Define communication and how to apply the right amount in the dental office both among staff and with patients
- Identify and apply solutions to common appointment scheduling problems
- Differentiate between types of dental appointments, block scheduling and how to schedule for production, including effective monthly goal setting
- Understand the business cycle and the importance of customer service in the dental office
- Learn the key to case acceptance by breaking down and understanding the buying cycle
- Understand team management
- Recognize how to become an active listener
- Utilize business technology appropriately to support functions of the dental front office

### Suggested Audience

Entire Team: Doctors, Administrative Team, Clinical Team

### Suggested Formats

Full Day Course, Lecture & Workshop or Half Day Course, Lecture



## Course 2

### Rock Difficult Discussions

As a dental team member, you regularly manage patient issues, office drama and the working relationship you have with the doctor and your other team members, who can be your biggest advocate or detriment. Here we dive into the complex relationships within the dental practice. Many dentists are not trained in communication, HR or other business aspects and prefer to only work on teeth and not deal with administrative details handled by the team. Let's delve into communication techniques that work to create true **leaders** and a partnership between the team, the patients and the dentist to help practices not just survive, but thrive.

#### Attendees will Learn to LEAD

- **Listen:** Understand how to become an active listener
- **Educate:** Learn how to communicate with your team members, patients, and doctor(s)
- **Acknowledge:** Accept that conflict happens - learn how to reduce office gossip and drama and understand how both have a direct impact on the entire practice
- **Develop:** Identify the six key principles of effective communication and apply these principles to your team, patients and doctor relationships

#### Suggested Audience

Doctors & Administrative Team Leaders

#### Suggested Formats

Half Day Course, Lecture & Workshop



#### What Attendees Say

"I attended this seminar with my assistant office manager at Dental Arts of Florida located in Jacksonville, Florida. We enjoyed the event and walked away with great information. I think **this is the kind of thinking that all dental offices need to hear and follow**. Thank you also for the wonderful presentation that left us interested and excited throughout."

– Gena Beaver, OM

"We invited Laura to speak at our monthly Expert Lecture Series in South Florida and she was **awesome**. Her presentation was engaging, fun and full of relevant content. She was able to deliver very valuable information from a place of real-world experience. Attendees loved her lecture and the reviews were extremely positive. We will certainly have her back again."

– Alain Carles, General Manager  
South Florida Patterson Dental



## Course 3

### Rock Customer Service from Front to Back

**Train** your team to **rock** Customer Service! Join me as I help you bridge the customer service experience for your patients from the front to the back office. Learn to identify customer experience ball drops and catch them before they impact your profits and practice success!

#### Attendees will Learn to TRAIN

- **Think:** The patient journey begins with their first phone call, continues when they open the door the day of their first appointment and doesn't end until they push the door open to leave (with their next appointment in hand!)
- **Respond:** Never leave a patient waiting, put them on hold or ignore their concerns
- **Act:** Handoffs matter – the patient should never seem lost or not know where they are going
- **Interpret:** Non-verbal communication during a hand off: listening (not just hearing), patience, attention to the conversation
- **Nuture:** Exceptional customer service is the key to patient loyalty and building internal referrals

#### Suggested Audience

Entire Team: Doctors, Administrative Team, Clinical Team

#### Suggested Formats

Full Day Course, Lecture & Workshop or Half Day Course, Lecture



#### What Attendees Say

“Great speaker, awesome info! Amazing points that will help our team help our patients... **best meeting ever**... Thank you for bringing us Dr. S. Jill Spurlin.”

– Christine M. Brewster Reynolds

“Laura collaborated with our planning committee to customize and modify her Front Office Rocks presentation, to ensure her information was respectful of our provincial regulatory requirements towards marketing and promotions. This **“going the extra mile”** service by Laura resulted in a very relevant presentation full of inspiring take-home ideas! Feedback from our delegates has been **100% positive** and enthusiastic! We definitely are looking forward to hosting Laura’s amazing talents at a future TODS Meeting!”

– Alison Hall, CDA TODS Meeting Coordinator



## Course 4

### Rock the Drama Out of Your Practice

Drama in the dental office is described as conflicts between employees, disagreements (work-related or otherwise) that get brought up in the office, complaints, rumors, inappropriate actions on the job, and other unpleasant emotional outbursts, etc. At one time or another, every office goes through a patch of team-related “drama.” This presentation will help you and your team break the cycle and rock the drama out of your practice.

#### Attendees will Learn UNITY

- Understand that culture = a shared vision and purpose
- Negate gossip and drama by developing & implementing a policy
- Identify potential issues and handle them before they cause conflict
- T.H.I.N.K. - Apply the T.H.I.N.K. method to the drama in your office
- You - Change starts with you

#### Suggested Audience

Entire Team: Doctors, Administrative Team, Clinical Team

#### Suggested Formats

Half Day Course, Lecture



#### What Attendees Say

“I loved that the scenarios Laura presented are relevant to our practice and she uses tips and tricks to **help us master our everyday scenarios** we encounter in the practice.”

– Claudia Perez, Champions Dental

“I really appreciated that all the information presented pertained to any office and could be implemented right away. **This was time very well spent and beneficial!** I am looking forward to all the new additions to the training.”

– TaraLea Davis, Davis Family Dental

“Laura covered everyday issues in the dental setting that I could relate to. She did a great job with the presentation and the topics were **on point!**”

– Charlene Graham, Wellsville Family Dental



# Get in Touch with Us

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“My wish for you is to know how important you are to your patients. Recognize how much of an impact you make in your patients’ lives and know that every little detail makes a difference. **You help people live a longer, healthier life!**”

– Laura Hatch